(c) if so, the steps Government are taking to improve the quality of programmes of DD-I and DD-II; and

(d) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ):(a) to (d) In so far as AIR is concerned, Prasar Bharati has informed that there is no shortage of programmes.As regards, Doordarshan, it has recently invited proposals for telecast on DD-I, under sponsored category from outside producers keeping in view the requirements of the National channel on different time bands and of different genres. Few popular programmes are presently being repeated on DD-II after due consideration of the popularity of the programmes, their viewership and revenue generation potential.

Prasar Bharati has informed that the improvement in the quality of its programmes is a continuousprocess.

Review of 24-Hour DD News Channel

1888. SHRI C.P. THIRUNAVUKKARASU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan proposes to review its 24-hour News Channel-DD News again;

(b) if so, the details thereof;

(c) whether the Prasar Bharati has examined the reasons for losses and closing of channel in the past; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ):(a) No Sir.

(b) Does not arise.

(c) and (d) As a part of its restructuring exercise, Prasar Bharati had closed down the DD News Channel due to its high cost and low visibility.